

Abstract

A method for creating a content with higher advertising function, and an appropriate device for distributing such content are disclosed. A
5 user's PC (100) logs on to a PVad service server (200) and makes a request for distribution of a PVad (a promotion video including an advertisement element). The PVad service server (200) distributes the PVad requested. A PVad is stored by correlating with a PV-ID that is to identify an artist etc. incorporated in a promotion video, and an ad-
10 ID that is to identify an advertised subject incorporated in the promotion video. The PVad service server (200) stores distribution logs for the PVad on a PVad view log counter database (400). An advertiser's PC (600) makes a request for a view data. The PVad service server (200) retrieves a view log from the PVad view log counter
15 database (400) based on an ad-ID, and sends the view log retrieved as a "view data for advertiser".